

What is claimed is :

1. A porous substrate comprising:
 - a porous fabric having first and second outer surfaces and an interior, said fabric
 - 5 comprising thermoplastic polymer fibers having a denier less than about 15 and having a thickness of at least about 50 mils; and
 - a topically applied active agent located on the surface of said fibers and distributed through out the thickness of said fabric, wherein the ratio of weight % active agent on the upper half of the fabric to the lower half of the fabric does not exceed 3:1.
2. The porous substrate of claim 1 wherein said fabric comprises a nonwoven web and wherein the weight % active agent on the upper half of the fabric to the lower half of the fabric does not exceed about 2:1 and further wherein the relative amount of active agent upon fiber surfaces increase from the first outer surface to the second outer surface
- 5 forming a gradient through the fabric thickness.
3. The porous substrate of claim 2 wherein said fabric comprises a nonwoven web of thermoplastic fibers having a denier less than about 10 and a density between about 0.2 g/cm³ and about 0.008 g/cm³.
4. The porous substrate of claim 3 wherein said nonwoven web has a thickness in excess of about 100 mils and comprises crimped polyolefin spunbond fibers.
5. The porous substrate of claim 3 wherein said fabric has a thickness in excess of about 100 mils and comprises crimped staple fibers.
6. The porous substrate of claim 1 wherein the relative amount of active agent upon fibers forming both of said outer surfaces of said fabric is less than the amount upon fibers within the interior of said fabric.
7. The porous substrate of claim 6 wherein said active agent comprises a wetting agent and further wherein said fabric comprises a nonwoven web with a thickness of at least about 100 mils and comprises thermoplastic polymer fibers having a denier less than about 10 and further wherein the ratio of weight % active agent on the upper half of the
- 5 fabric to the lower half of the fabric does not exceed about 2:1.

8. A porous substrate comprising:

a fabric having first and second outer surfaces which define the fabric thickness, said fabric having inter-connecting interstitial spaces through-out the thickness of said fabric and wherein said fabric has a density between about 0.2 g/cm³ and about 0.008

5 g/cm³ and further has first and second regions which extend in the machine-direction and cross-direction of the fabric;

said first region having a thickness of at least about 50 mils and having an active agent on surfaces of fibers distributed through out the thickness of the fabric and wherein and the ratio of weight % active agent on the upper half of the first region to the lower half
10 of the first region does not exceed 3:1;

said second region having a thickness of at least about 50 mils and having active agent on surfaces of fibers comprising the fabric and wherein the ratio of weight % active agent on the upper half of the second region to the lower half of the second region is greater than 3:1.

9. The porous substrate of claim 8 wherein said second region is adjacent an edge of said fabric.

10. The porous substrate of claim 9 wherein the ratio of weight % active agent on the upper half of the second region to the lower half of the fabric is greater than about 4:1 and further wherein the ratio of weight % active agent on the upper half of the first region to the lower half of the region is less than about 2:1.

11. The porous substrate of claim 10 further comprising a third region substantially similar to the second region and wherein said second and third regions are located at opposed edges of the fabric and wherein said first region is disposed along the central region of the fabric, and further wherein said active agent comprises a wetting agent.

12. A process for applying an active agent to a porous substrate:

providing a porous substrate having a first and second surface;

applying an active agent to the first surface of said porous substrate;

applying a gas stream to the first surface of said porous substrate and forcing said
5 active agent substantially through the thickness of said porous substrate, wherein said gas stream has a minimum speed of 25 meters/second and whereby.

13. The process of claim 12 wherein upon application of said gas stream at least a portion of said active agent passes through the entire thickness of said porous substrate and onto the second surface of said porous substrate.
14. The process of claim 12 wherein substantially contemporaneously with application of the gas stream, a vacuum is applied adjacent the second surface of said porous substrate.
15. The process of claim 14 wherein said vacuum collects the gas from said gas stream and active agent applied to the first surface.
16. The process of claim 12 wherein said gas stream comprises air and wherein said air is applied to said first surface at a speed of at least about 50 meters/second.
17. The process of claim 16 wherein said gas stream comprises ambient air.
18. The process of claim 12 wherein said gas stream comprises steam.
19. The process of claim 12 wherein said gas stream is applied onto said porous substrate through a slot having a width not greater than about 2.5 centimeters.
20. The process of claim 13 wherein said porous substrate is moving at a speed of at least 150 feet/minute transverse to the flow of said gas stream.
21. The process of claim 20 wherein said porous substrate comprises a nonwoven web having a thickness of at least 100 mils, an average fiber denier less than about 15 and a density between about 0.2 g/cm³ and about 0.008/cm³.
22. The process of claim 12 wherein said active agent is applied to the first surface of said porous substrate via a liquid carrier selected from the group consisting of solutions, emulsions, suspensions and dispersions.
23. The process of claim 21 wherein said active agent is applied to the first surface via a liquid carrier selected from the group consisting of solutions, emulsions, suspensions and dispersions.
24. A treated porous substrate made in accord with the process of claim 23.

25. The treated porous substrate of claim 24 wherein said active agent comprises a wetting agent and said porous substrate comprises a nonwoven web of thermoplastic polymer fibers